

REFERENCE DEPT.

WS.8 a 18c7

PUBLIC LIBRARY

AUG 9 1945

DETROIT

July 1945

Consumers' guide



In this issue:

75,000,000 jobs	2	First aid for a sweet tooth.....	11
To market to market.....	3	Home is what you make it.....	12
Clothes magic	6	CG news letter.....	15
You, too, can CAN.....	9	Guide posts	16

ILLUSTRATIONS: Cover, *Time, Inc.*; pp. 3, 4, *USDA*; p. 5, *OMS, WFA*; p. 6, *WFA*; p. 7, third from left, *Pathfinder*, others, *WFA*; p. 8, *BHN&HE*; p. 9, drawings, *Katharine Johnson*; pp. 10, 11, drawings, *Helen Morley*; p. 12, *Albee Studio*; p. 13, *WFA*; p. 14, top, *USDA*, bottom, *WFA*; p. 16, drawings, *Katharine Johnson*.

75,000,000 jobs

● Right on through the rest of the summer there are fine healthful jobs for 75,000,000 Americans to do. Urgent and important jobs they are, too. The doing of them means much to many. To our armed forces it means a surer food supply; to our own families it means a better diet of nourishing food; and to thousands of starving people in war-torn Europe it means the difference between life and death. And the best part is that these jobs can be done right in our own kitchens and our own back yards.

They are the jobs for the 50,000,000 people who have been working in gardens during the war period and for the 25,000,000 home canners who prepare and put away for winter the yields of our fruit trees and our garden plants.

When President Truman announced my appointment as Director of Home Food Supply a few days ago, as this is written, he pointed out the need for maximum effort in home food production and conservation. He urged that all our people make every effort to increase the production of food in the Nation's Victory Gardens by enlarged and successive planting. He said, too, that home preservation of food this year, in his opinion, is just as important as production.

July is a crucial month for carrying out this twofold goal of increased production and preservation of food. It's the month for putting in fall gardens and for continuing

crops which can be grown and harvested up to the first cold weather. And it is the first big month for canning, to the fullest extent of each one's ability, the yields of the year's orchards and gardens.

Victory gardeners and home canners give real aid to ultimate Victory and make a better living for each family here at home.

President Truman points out that the need for maximum effort in home food production and conservation is emphasized by the severe damage to food crops, especially fruits and vegetables, resulting from extremely unfavorable weather during the late spring months. He said that excessive spring rains seriously delayed planting and growth of garden and farm crops.

When I was in the Middle West I saw, as late as the third week in May, water standing in fields and in some places fields that were just seas of mud. At my home in Missouri the weather delayed our getting the garden in for several weeks. Every time I thought the ground would be dry enough to plow the next day, it would rain again that night. It put us behind, but we didn't give up. We got in a fine garden and already this month a goodly share of it is going into preserving kettles in our kitchen. What's more, the garden is in good shape and ready for the fall crop we are putting in.

Keeping the garden growing by replanting crops that failed—choosing the time, of

course, far enough ahead of frost for them to mature—can make an important contribution to the total food supply. And this supply can be definitely boosted further by putting in a second crop in midsummer for autumn use and canning. The fall garden can be planted as soon as the summer crop is harvested. To do this will give double use of the land and add that much more to the food basket. Crops, such as lettuce and radishes, can be grown in fall as well as spring. Turnips, kale, fall cabbage, and broccoli are also excellent vegetables for the fall garden.

Of equal importance to getting the most out of the Victory gardens that the season permits is the canning of every bit of the Victory crop that facilities will permit. War requirements for commercially processed foods are greater than ever. Military demands for canned fruits and vegetables are still on the increase and there's no chance for the commercial pack being any larger than it was last year. It may not be even as large. The spring weather affected many crops destined for commercial canneries. Fruit crops as a whole, outside of peaches and citrus, will be short this year. Tomatoes were hit, too, by the unfavorable weather. For example, farmers in Georgia who ordinarily grew tomato plants for shipping to the Northern States had a very early spring this year, while farmers in the North where the tomatoes are grown for commercial canning had a very late spring. As a result, while the Northern farmers were waiting for the weather to get warm many tomato plants in the South got too big for shipping.

Each home-canned jar of food not only assures a family of a tasty, nutritious dish obtained without points or waiting in line at the grocery store, but it releases that much food for the war effort and for war workers and civilians who have no opportunity to can for themselves. In other words, the housewife who cans this year's crop not only feeds her own family but helps to keep her Nation well fed. (There are hints on how to do this elsewhere in this magazine.)

Paul C. Stark

CONSUMERS' GUIDE *Issued Monthly*

A Publication of the War Food Administration, Washington, D. C.
Editor, Ben James; associate editor, Anne Carter; contributing writers, Elizabeth Spence, Elinor Price; art, June Mose. CONSUMERS' GUIDE is printed with

the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution is limited. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

T
go co
large
● Washin
bled street
hattan Isl
buildings
Street mo
vegetables
dents of
consumers
market fo
but consu
Pennsylv
quantities
were deliv
ping area
Into th
long and
trucks, ca
foods, ha
Because i
and price
by New
sumers o
other citie
ket activi
sponsibili
food trad
process m
equitable.
During
oranges,
a hundre
the varie
the rate
beets fro
fornia cau
from Lou
and New
pineapple
foods an
countries
for large
chain sto
taurants,
and jobb
of the ma
inspecting
While
July 194

TO MARKET TO MARKET...

go consumer representatives to help the people of the Nation's largest city buy quality fruits and vegetables at fair prices.

● Washington Market—just a narrow cobbled street on the lower west side of Manhattan Island. But within the 100-year-old buildings and warehouses lining Washington Street move practically all the fruits and vegetables consumed by the 10 million residents of Greater New York. Not only do consumers in New York City rely on this market for their daily supply of fresh foods, but consumers in big and little cities from Pennsylvania to Vermont also buy large quantities of fruits and vegetables that first were delivered from all the important shipping areas to Washington Market.

Into this congested area, one-half mile long and two blocks wide, jammed with trucks, carts, and great piles of crated fresh foods, have come consumer representatives. Because it is here that the quality, quantity, and price of a great bulk of the food eaten by New Yorkers are determined, the consumers of New York, as well as of many other cities, are taking keen interest in market activities. They want to take equal responsibility with public agencies and the food trade in making the food distribution process more efficient, less costly, and more equitable.

During the working hours carloads of oranges, strawberries, lettuce, onions, and a hundred other fresh foods demanded by the varied tastes of New Yorkers arrive at the rate of one carload a minute. Bunched beets from Texas and South Carolina, California cauliflower, Florida celery, snap beans from Louisiana, rhubarb from Pennsylvania and New Jersey, turnips from Canada, and pineapples from Cuba include some of the foods and some of the States and foreign countries represented. Wholesalers, agents for large growers' associations, buyers for chain stores and hotels, purveyors for restaurants, commission merchants, truckers, and jobbers work the length and breadth of the market from midnight to midmorning inspecting, evaluating, bargaining, buying.

While a city sleeps, a small group of mer-



In the summer months Americans consume more fresh fruits and vegetables than during any other season. When they shop consumers want to know the "best buys."

chants and workers act as middlemen between the producers of America and the consumers of America. Here carloads of food are divided and sold by the crate, here prices are arrived at for the fresh fruit and vegetable crops of the entire country, and to this market growers in almost every State in the Union look for indications of the strength or weakness of demand for their products.

During the hundred years that the Washington Market has been in existence, many groups, public and private, have tried to improve the buying and selling methods used there. They have tried to find ways of reducing the number of times a commodity is handled, of increasing the transportation and storage facilities, of improving health and sanitation conditions, and most important, of increasing the return to the grower while decreasing the cost to the consumer.

Only recently, however, have consumers participated in this joint effort to speed up the distribution business and to remove wasteful operations. Much of this new consumer activity has come because of rationing and price control. These conditions have helped to focus public attention on the distribution phases of food production and consumption. Black markets in ration points, over-ceiling prices, scarcities in one commodity and abundances in another have all pointed to the need for consumer representation at the market place.

Today, shoppers of low-income families and of high-income groups, of immigrant families, and of old American stock are joining volunteer groups throughout New York in order to cooperate with public and trade organizations in the gradual improvement of fresh food marketing. Aided by Government agencies, they are educating themselves

In the intricacies of the food industry, they are learning each day of the supply and price situation for that day, they are learning for themselves and then teaching others the wartime regulations and restrictions pertaining to food sales.

One of the most concrete demonstrations of consumer education begins at 1:30 a.m. every day of the work week in the Washington Market. That's the time when two inspectors of the Consumer Services Division of the New York City Department of Markets, take up their posts at the commission houses to gather the day's market news. They keep track of the number of carloads of fruits and vegetables moving from the piers on the Hudson River through the crowded streets to the dealers' stands. They watch the sales, calculate the tempo of buying and selling, judge the quality of the foods coming to town that day, the quantity, and the variety.

They know every wholesale dealer, every purveyor, every jobber, every trucker by name and shout to them over the rumble of trucks and carts: "Hi, Bill! What's Hot Today?" And sometimes the answer comes: "Strawberries are hot, tell 'em oranges are very hot." As they gather the news and watch the fluctuations of supply and demand, their thoughts are for the consumer: "What should the economical, thoughtful, wise family shopper buy today in her local store and how much should she pay for it?"

By 6:30 a.m. they have the answer and are ready to release for press and radio coverage what has become recognized as one of



Today, vegetables come from the farm to the city by boat, by rail, by truck, and by air. But the horse-drawn cart is still used by this upper New York State producer.

the clearest and most accurate of the market news reports for consumers.

The "hot" and "very hot" comments from the dealers get translated: "Strawberries: Demand very active; they sell at the ceiling but many payments of a few dollars on the side, over the ceiling, take place—one of the most sought after articles in the market. Florida oranges, together with those coming from California: Continue in light supply and sell at ceiling, with tie-ins prevalent. California lemons bring the ceiling price; the supply is adequate. Florida grapefruit sells at the ceiling price mostly. All citrus fruits are in the reasonable column at their ceiling prices."

The three-to-four-page report which covers the supply, price, and quality of every commodity from avocados to escarole is then passed on for release to the city newspapers and for use by Mrs. Frances F. Gannon, well-known Director of the Consumer Services Division, in her daily morning broadcasts to the housewives of New York. Mrs. Gannon wants to make certain that shoppers understand the markets for that day, know the good "buys" and the ceiling prices, compare quality, go easy on purchases of those commodities in short supply, concentrate on those in abundance. She realizes that the first job of any intelligent buyer is to be

informed on supply and price trends. Visits to the local store won't indicate total supply, nor will price alone tell the whole story. Consumers need and want the kind of information Mrs. Gannon gives them.

"Good morning, Housewives," she says cheerfully, as she begins her 8:25 a.m. broadcast, "the approach of summer is certainly indicated by the farmers' supplies that are coming into the wholesale markets, and which you should see on your retailer's stand at low prices. Fine, young, tender beet tops, Swiss chard, collard greens, kale, turnip tops, and kohlrabi will give a wide choice in nearby vegetable servings. . . . Most of the fruits are still within the high column. Light supplies of oranges and grapefruit make them harder to obtain. So, keep in mind that there is a retail ceiling price on these items." And so her report to consumers continues, high lighting the good buys, warning against breaks in the ceiling price, suggesting menus that use the abundant foods, and explaining, from time to time, the conditions back of the big food story in the morning's newspaper headlines.

From the radio station and the pressroom the report goes to the several cooking schools conducted by nutritionists of Mrs. Gannon's Division at the city retail markets in the Lower East Side, Harlem, and the Bronx.



Peaches this month will be in the "abundant and reasonable" column of market reports.

All who
pare and
present in
a time w
rots, turn
dant and
how to m
table sa
is a serv
and that
narrowing
consumer
use of th
schools a
for neigh
and to v
market.

In add
the up-to
and the
of Cons
daily hel
cooperate
City Foo

Equip
buy and
ers have
other sh
work of
fense Vo
as a war
for a po
organizat
bership f
all nation
fense Vo
35 public
WFA, th



In this c
and use

All who care to learn are shown how to prepare and serve the abundant and cheap foods present in the markets that day. So, during a time when cabbage, radishes, lettuce, carrots, turnips, and sweetpotatoes are abundant and meat is scarce, the consumer learns how to make cabbage rolls, grated raw vegetable salad, and sweetpotato fritters. This is a service that consumers have asked for and that they use. It is a concrete way of narrowing the gap between producer and consumer and of making the fullest and best use of the available supply. The cooking schools also serve as common meeting places for neighbors to swap experiences and ideas, and to work together to combat the black market.

In addition to the assistance given through the up-to-the-minute consumer-market news and the cooking schools, the city's Division of Consumers' Services gives housewives daily help with rationing problems and also cooperates in the work of the New York City Food and Nutrition Committee.

Equipped with the knowledge of what to buy and how to use it, groups of New Yorkers have joined in a common effort to inform other shoppers. Within the large framework of the Greater New York Civilian Defense Volunteer Office, originally organized as a wartime expedient but definitely headed for a post-war future, is another consumer organization. It draws its volunteer membership from people of all income levels and all nationality groups. The Civilian Defense Volunteer Office cooperates with some 35 public and private agencies, including the WFA, the OPA, and the WPB, in getting

across the importance of consumer knowledge and consumer action in the market place.

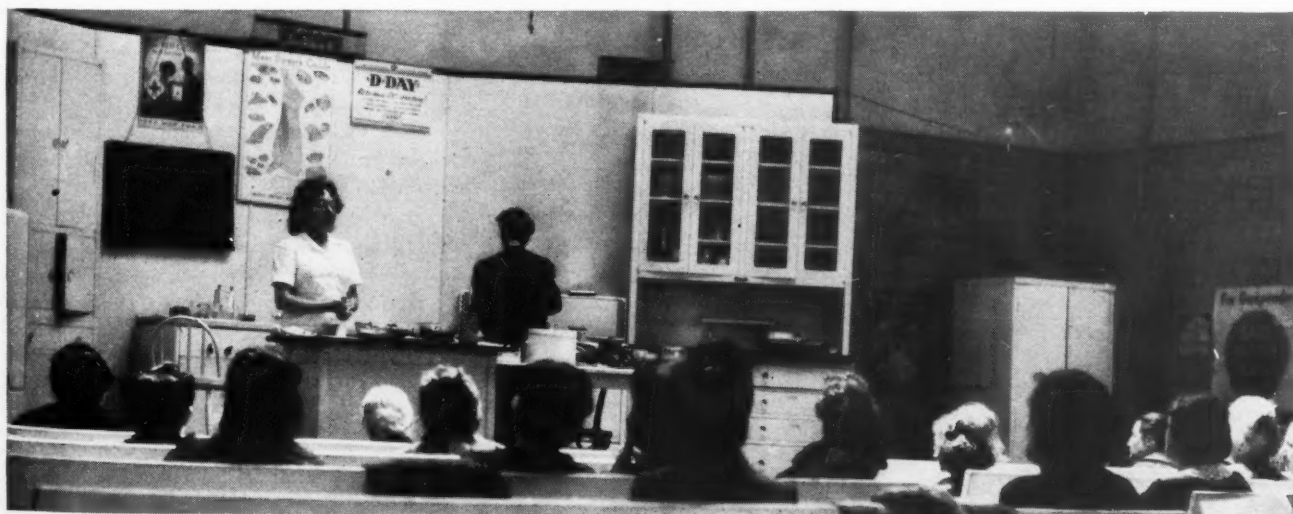
Meetings, distribution of pamphlets and leaflets, lectures and demonstrations at the public schools, city-wide exhibitions on health, nutrition, food conservation and preservation, and investigations of black markets and price violations are included in the work of the 135 consumer centers. Almost a million members have volunteered their time to the serious business of educating themselves and others to the conditions prevailing in the civilian markets and to the definite actions they can take in strengthening the home front program.

Another volunteer group working to articulate the needs of shoppers and housewives is the New York City Consumer Council, which functions throughout the Metropolitan Area, tackling food shortages, black markets, poor quality, misbranding, high prices, and inefficient, costly distribution. The most recent group of consumers to be incorporated into the Council are the women of the Lower East Side. Starting at the Henry Street Settlement, the Lower East Side Consumer Council now represents some dozen social agencies—the Parent-Teacher Association, the tenants' leagues, the 13 Lower East Side settlements, the credit unions, and the cooperatives. After only 3 months of existence, it has had considerable effect on the equitable and lawful distribution of food on the Lower East Side.

Women whose incomes are very definitely limited, whose food budgets must feed many mouths, have come together and are begin-

ning to loosen the hold of food black marketers. Before the organization of the Council, the black market in poultry in this section was the worst in the whole city. With the invaluable weapon of information, the women are beginning to lick it. They hold open meetings where speakers from the various city, State, and Federal agencies tell the women the facts; they set up stalls at the important shopping centers where volunteers distribute leaflets on price and rationing regulations; they handle the complaints of shoppers against retailers suspected of violations and present them to the local OPA board for investigation; they cooperate with the War Food Administration in its food distribution activities. Some of the women have even appeared as volunteer witnesses before the hearings of the Congressional Committee investigating food shortages, held recently in New York. And their latest project is the organization of a consumers' cooperative so that the neighborhood can own and operate its own store.

When the war is over and the abnormal conditions creating food shortages, maldistribution, and black markets are over, these organized consumers do not think their work will be over. They believe that there are still hundreds of problems in the production and distribution of consumer goods to which they can bring new light and new effort. They believe, too, that every shopper organized in wartime, from the one who confines her activities to listening every morning to Mrs. Gannon's news of the market to the one who heads up a neighborhood group, will be a better shopper in peacetime.



In this cooking school at the Essex Street Market, New York City, housewives of the Lower East Side learn how to cook wartime dishes and use the abundant foods.

Clothes magic

How to be a magician in one easy lesson, turn your sad rags into glad rags, save materials and money, help prevent inflation.

● MAGIC is what we need in these textile-short, clothing-scarce times. And that is what the girls in the Office of Price Administration decided to invoke. Magic of a practical kind to be sure—complete with sewing machine, scissors, pins, and advice from New York stylists. A drastic step you say. But when many kinds of yard goods have disappeared entirely from the shelves of department stores, and weeks of search for ready-made clothes end in the discovery of some item so high in price as to be unattainable, drastic steps are in order, even to the point of calling in the nearest handy magician.

So OPA employees decided to have a show and call it Clothes Magic. How they did it, and how others can do likewise, we shall see.

Brain child of the Employees' Recreation Association, the show was introduced to OPA workers by a series of displays on every floor of the building announcing a "sad rags into glad rags" contest. Old-fashioned garments which could be restyled to 1945 lines were displayed with appropriate comments.

Girls were invited to enter their oldest dresses in the contest. The prize, a War Bond, would go to the costume which, to paraphrase a famous saying, made the most of the least.

On the night of the show, the winners in the try-outs modeled their sad rags on the stage of a Government department's auditorium. One by one they walked out in limp, peculiar-looking outfits. Necklines were wrong, sleeves were definitely yesterday. Too-full skirts hung badly. In short,

every one of the dresses was indeed a sad rag. Why they had been given closet space at all we spectators couldn't imagine. An agile-fingered, imaginative stylist soon showed us how lucky the owners were. With vestees, collars, berthas, and bright scarfs the necklines were concealed or transformed. While the stylist moved briskly around the model explaining what else should be done to the dress and how to do it, a nearly life-sized sketch was being made in the background, illustrating her suggestions. In a few moments the abashed-looking model in the sad rag, was transformed into a radiantly proud owner of a glad rag.

Another part of the Clothes Magic show illustrated what had been done in a "make over and make do" program. A green summer print with old-fashioned very full skirt and sleeves was transformed into a pencil-slim V-neck dress with the new cap sleeves. A trim button-up-the-front dress from a discarded redingote, pedalers (bicycle shorts) from G.I. pants, and a stunning beach ensemble—complete with matching beachbag—from a discarded cotton evening dress were a few of the other things shown.

What came of all this magic? Some of the magician's equipment—a sewing machine—is in the OPA recreation room. There, in an informal clothes clinic of their own, girls can practice magic on their sad rags; try some of the tricks they saw demonstrated at the show. Out of the backs of closets and from the depths of packed away suit boxes will come old dresses that were "too good to throw away," and which their owners planned to do something with but forgot all about. Magic will be worked on them with the aid of such unmagical implements as scissors and sewing machines.

This will be a two-way saving, for besides the money saved, unused material will be put into service again, and the scarce supply of yard goods and new clothing will be left for those not fortunate enough to have "sad rags" to work on. Another shot in the battle against inflation will be fired!

This Clothes Magic show is by no means the first attempt to save textiles and money by "making over and making do." More than 2 years ago there was a Victory Dress Review of remodeled clothing in the patio of the United States Department of Agriculture. Sponsored by wives of Department of Agriculture officials, it had the great advantage of scientific advice and help from the specialists in the Clothing Research Laboratory of the Bureau of Human Nutrition and



Snip out the center of a too-tight street dress and have a bare midriff play suit like the navy and white one (left). Take a discarded redingote and make over into a neat summer street dress.



This 6-year-old black dress (left), entered in the sad rags contest, won first prize as a glad rag when smartly made up-to-the-minute by a pique vestee and changes in sleeves and skirt.

Man's navy blue worsted suit remodeled (left) into a smart feminine coat suit, with blouses made from the man's shirts—white or tinted feminine colors. Bicycle shorts from brother's G. I. pants.

Home Economics at Beltsville, Md. It was frankly a patriotic effort to enlist needle and thread to help save dimes and dollars for War Bonds and Stamps.

About fifty models were shown—all made, remodeled, or renovated by wives of Department of Agriculture officials, students from the University of Maryland, 4-H Club girls, women cooperating with Home Demonstration Agents in Maryland, and by the Clothing Research Laboratory. They ranged all the way from a trim tailored outfit made from a man's civilian suit, to a two-tone ski suit ingeniously contrived from two women's discarded coats and a man's herringbone overcoat, to a lovely silk print dress made from a large scarf.

Serviceable, good-looking top coats, dresses and suits for small boys and girls were received with Ah's of approval. All were made from their elders' garments. No trace of a hand-me-down look about these clothes! None of what someone has scornfully termed that "loving hands from home" touch. They were clothes any youngster could be proud of, and of far better material than is available to civilians now.

In England where people have lived with scarcities for years now, their clothing ration system is strict and they really are put to it to make the clothing go around. The Board of Trade, which corresponds roughly to our Chamber of Commerce, runs newspaper ad-

vertisements every 3 days announcing that "Mrs. Sew and Sew helps you save coupons" and urging the reader to "Join a Make-do and Mend Class."

In the famous Public Schools where the boys' uniforms are a part of British tradition, steps had to be taken if that tradition was to remain unbroken, because there wasn't enough woolen material for the new boys to have new suits. So when boys left school, instead of discarding their uniforms, they were asked to sell them back to the school tailor. He reinforced the weak spots, and fixed them up for the next wearer. The story goes that some suits were reseated three times before being placed on the inactive list!

Our neighbors, in Canada, are coping with a serious textile shortage, in a businesslike way. Since 1943 they have had a clothes conservation program which has given demonstrations before English and French audiences and made frequent broadcasts. Local Consumer Committees have sponsored the work of "Remake Centers." These are in charge of expert needlewomen who help to recut, fit, and make over clothes. Last year there were 38,653 registrations in the centers and it is estimated that 157,347 garments were completed. Many of these were children's clothes made from those of adults.

Canada puts special emphasis on the high school girl in these remaking plans. This

clothes-conscious age in any country would feel the clothes shortage acutely and would respond eagerly to plans for relieving it. Sponsors with four sets of remade clothing suitable for high school girls toured the country last winter, giving showings in high schools. More than 70,000 copies of a leaflet illustrating the patterns and giving cutting directions for the models shown were distributed.

Posters prepared by the four important pattern companies were displayed at pattern counters in 1,500 retail stores. Another poster prepared by the Information Branch of the Wartime Price and Trade Board was also placed in retail stores. A booklet, "Remake Wrinkles—a Guide for Maintaining the Family Wardrobe in Wartime" has been widely distributed.

These glimpses of what the Canadians and British are doing to relieve the textile and clothing shortage, are bright compared with the situation in the liberated countries. There whole populations are in extreme need of the simplest essentials. The vast needs and devastation of War have made the textile shortage world-wide. Don't fool yourself into thinking that the end of the war in Europe is going to usher in a quick improvement in the textile supply situation. As a matter of fact, the shift to a one-front war in the Pacific has been accompanied by record military requirements for cotton fabrics

and continued high purchase of woollens for the Army.

How come? For one thing it takes more textiles per man to fight under the varied conditions of the Pacific. For another, longer supply lines have to be filled with working stocks sufficient to meet emergency calls and to replace combat losses. Besides, textile production has dropped 20 percent below the record high production rate of 1942. That all adds up to less clothing for civilians, and a further threat of inflation. There is enough loose money around and not enough commodities—a combination that

could set us off on an inflationary spree.

But here's where Made-Over-Clothes Magic comes in to aid price control and to help keep inflation from running away with prices. For every time you put an unused garment back into service, you are doing something toward relieving that shortage. Why not try a Clothes Magic show of your own? Get all the girls and women of your community, or club or church started on a "sad rags into glad rags" contest. Put every yard of material you have to work. You'll save money, help prevent inflation—and be proud of yourself, too!



Trim tailored street dress made from a man's serge suit. Crosswise piecing on waist is concealed by inverted tucks.



A sun-faded blue gabardine jacket was found to be bright and fresh on the reverse side. Just right for a boy's topcoat.



Outgrown herringbone knickers had enough good material in them for this jacket for a young boy. Pattern concealed small mends.



An old gray suit, yellow with age, was tubbed and pressed. Enough unstained material was found to make this coat and tam.

Make-over Tips from Experts

Before you make over old clothes, be sure—First, that you can't use the old garment "as is."

Second, that the cloth in the old coat or suit is worth the time and effort to remake it.

Third, that you've had enough sewing experience to do a successful job.

Size Up the Old Garment

Hold the cloth up to strong light and look for holes and thin places. Notice especially elbows, sleeve and hem edges, seat and knees of trousers.

Consider the weight and texture of the cloth—what is it best suited for? Soft, lightweight suitings make good tailored dresses, jumpers, or suits for children. Coarser wools are better for skirts, women's suits, jackets, or children's coats. Heavy fabrics in men's overcoats are usually best for winter coats, snow suits, mackinaws, and the like.

Now notice the style, cut, and size of the old garment. These will tell you how much goods you have to work with.

Rip—Wash—Press

Rip the entire garment. Don't try to use part of a garment—for example, a coat front—as it is. Quickest way to rip stitching is with an old razor blade, but handle the blade skillfully or you may cut your material.

Save all good buttons, tapes, paddings, and lining materials.

Prepare wool for washing by scraping lint and fuzz from inside folds; by picking off loose threads; by removing spots and stains; and by repairing holes.

If the cloth frays easily or tends to stretch, machine stitch around the edges of pieces, particularly old pocket slits, darts, and buttonholes.

Wash the cloth if possible. Most suitings and coatings are tubbable, but be sure to handle the cloth carefully. Use plenty of mild suds, and keep the water lukewarm throughout entire washing. A quick change in temperature, either too hot or too cold, will shrink woollens. Squeeze suds through material. Don't rub or you'll mat the surface. Rinse until the water remains clear. Roll in a terry towel; then hang up to dry in a warm but not hot place.

Press the material when it is almost dry. Press on the surface you plan to use for wrong side of the new garment. Use a cloth between iron and material, and press with the grain of the cloth so as not to pull pieces out of shape. Be careful not to stretch the cut edges.

Choosing a Pattern

When you choose a pattern for the new garment, keep in mind the number, size, and shape of the pieces of the old garment.

In stores you can ask to see charts showing all the pieces in each pattern.

Laying Pattern . . . Making Piecings

The straight of the goods is marked on pattern pieces with perforations or a heavy inked line. When laying pattern pieces on an old garment, you can place them correctly if you lay these perforations or lines on a yarn, check, or stripe either lengthwise or crosswise of the cloth. Follow carefully pattern directions for laying pattern pieces on the grain of the cloth.

Rearrange pattern pieces until you find the best pattern lay-out. Try to arrange it so piecings and repairs fall in a part of the garment where they won't show—in hems, facings, underarm in waist or sleeves.

Condensed from "Make-overs from Coats and Suits" by Clarice L. Scott, Clothing Specialist, Bureau of Human Nutrition and Home Economics. For free copy, send to Office of Information, United States Department of Agriculture, Washington 25, D. C.

Yo

1

This coming vegetables. Not enough canned fruitables, ab

3

The fresher Better looking supplies and der vegetables immediate

5



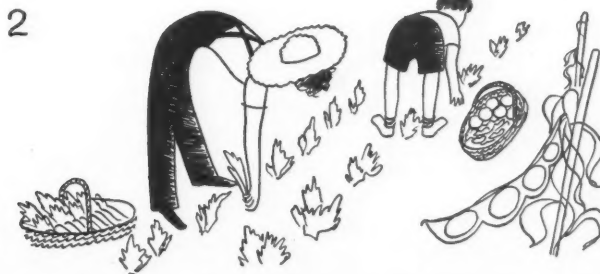
Be ready to up-to-date ready for card chips you know

You, too, can CAN...

and you'd better, if you want to be sure of enough canned fruits and vegetables next winter.



This coming winter—1945-46—our share of canned fruits and vegetables will be smaller than at any time during the war. Not enough for civilians to buy all they want. Supplies of canned fruit are about half those of prewar; canned vegetables, about two-thirds. So, look around now, for equipment.



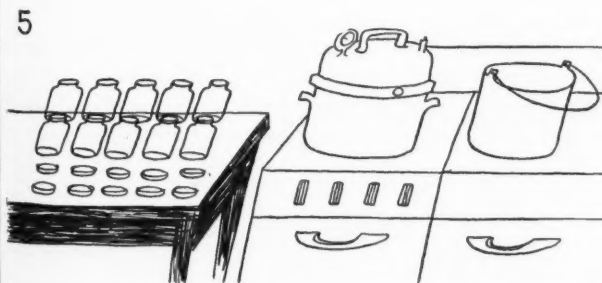
Cheers for farm family gardeners and small town and city gardeners, too! They have a head start on all the others who must shop for their canning products. They can 'put up' garden-fresh stuff, and have a double pride in their product. Pick only what you can handle at once, and process quickly.



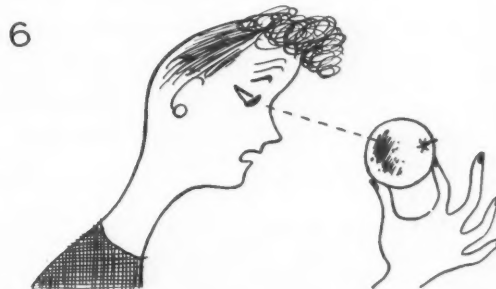
The fresher the food the better the canned product will be. Better looking, better tasting, and better lasting! So buy when supplies are abundant . . . firm, fresh, ripe fruits; young tender vegetables, locally grown. If you can't process them immediately, be sure to keep them cool and well ventilated.



Don't be carried away by bargains and lug home 2 bushels of this or that when you have only time and equipment to process a peck. That way you will waste precious food and get discouraged. A few jars at a time is a good plan. Little by little holds true in home canning as well as in other fields.



Be ready to can before you buy or gather your produce. Get up-to-date authoritative directions. Be sure the canner is ready for work. Line up your jars and lids for inspection. Discard chipped or cracked jars, dented, or bent lids. Be sure you know how to seal the type you are using.



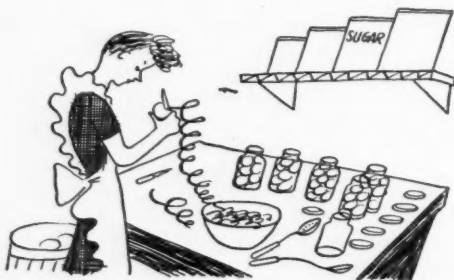
Look over your produce with an eagle eye and put aside any that shows the slightest bruise or decay. You can cut out the flaws and use such produce in some other way, but if you process defective food you may ruin the whole batch. Wash—but don't soak—produce until every speck of dirt is removed.

7



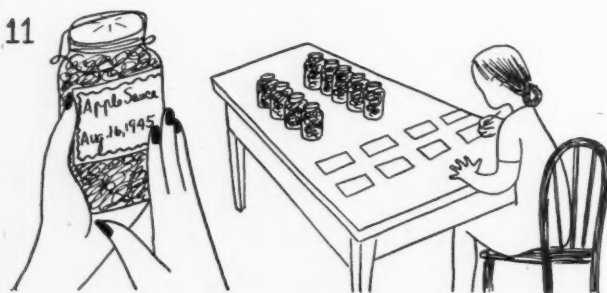
To be safe, can all vegetables except tomatoes in a pressure canner. Follow the manufacturer's directions for the canner you are using. Before starting to can be sure the pressure gage is checked for accuracy. Pressure canners are still not easy to find. So be generous, share yours with your neighbor.

9



Sugar helps fruit hold its shape, color, and flavor. Remember the wartime average—1 pound of sugar to 4 quarts of finished fruit. But sugar isn't necessary to keep fruit from spoiling. Put up some fruit without sugar, if your supply is running short. Process the same as sweetened fruit.

11



When jars have cooled, label each clearly with name of contents and the date. At the time you put them up you may think you can remember which is which by looking at the jar, and perhaps you can, but others cannot. So add this efficient businesslike touch to your food preservation task.

The following publications on home food preservation prepared by the Bureau of Human Nutrition and Home Economics and other Bureaus of the Department of Agriculture will give you step by step instructions. You may get them by writing to Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Home Canning of Fruits and Vegetables, AWI-93.

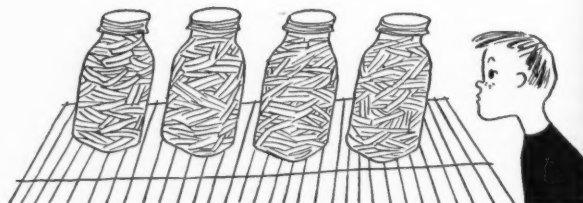
Home Canning of Meat, AWI-110.

8



Can fruits and tomatoes in a water bath canner. Any big clean, lidded vessel will do, if it is deep enough to let the water boil well over the tops of the jars. The rack on which you place the jars may be of wire or wood. A pressure canner, if deep enough, may be used. Set the lid on loosely.

10



Seal quickly. When processing time is up, take the jars from the canner one at a time and seal at once unless they are self-sealers. Stand them top side up on a rack, folded paper, or cloth to cool. Keep them away from drafts and far enough apart so that the jars do not touch each other.

12



Proper storage of your canned goods is important. Your storage space should be cool, dry, and dark. Hot water pipes in your storage closet make it a hot spot. Freezing does not injure canned food, but might crack glass jars. Dampness is bad for metal caps. Sunlight destroys color and vitamins.

Take Care of Pressure Canners, AWI-65.

Oven Drying—One Way to Save Victory Garden Surplus, AWI-59.

Pickle and Relish Recipes, AWI-103.

Home-made Jellies, Jams and Preserves, 1800-F.

Preservation of Vegetables by Salting and Brining, 1932-F.

Home Storage of Vegetables and Fruits, 1939-F.

First

Sugar isn't
are a fe
stretchin

Now that
sweet tooth

We don't
we have far
before. Ou
the time. F
we will not
for quite a v

Before w
our case. I
pounds of ca
process 20
about 100 a
allowance of
son 60 quart
it according
allowance of
finished fruit
to the flavor
fruit will tak
sweet fruits,
along nicely
will have to
on this.

You can s
some other s
by the Bureau
Economics o
of Agricultur
strong flavo
lasses in ca
color and fla
Corn sirup
third of the s

Honey ma
the sugar.
best.)

And fruit
at all. It is
helps fruit k
But if, for
barrased by
derful bargai
right ahead a
Sweet pick
sugar as ca
pickles, such
sugar at all.

If your s

First aid for a sweet tooth

Sugar isn't the only sweet. Here are a few substitutes and some stretching tricks to help you.

Now that sugar is short, the Nation's sweet tooth has become a major problem.

We don't need the estimators to tell us we have far less sugar than we've ever had before. Our sweet tooth tells us that, all the time. But when the news spreads that we will not have as much sugar as we want for quite a while, it's time for First Aid.

Before we start on that, let's diagnose our case. First, canning. With every 5 pounds of canning sugar we receive, we can process 20 quarts of fruit, or enough for about 100 average servings. The maximum allowance of 15 pounds per person will season 60 quarts of fruit. That's when you use it according to the recommended wartime allowance of $\frac{1}{2}$ cup of sugar to a quart of finished fruit. You can vary that according to the flavor and juiciness of the fruit. Sour fruit will take a little more and some juicy sweet fruits, such as ripe peaches, could get along nicely with less. The home canner will have to work out her own adjustments on this.

You can stretch your canning sugar with some other sweets. Proportions worked out by the Bureau of Human Nutrition and Home Economics of the United States Department of Agriculture are a good guide. Don't use strong flavored sirups, brown sugar, or molasses in canning. They will change the color and flavor of your canned product.

Corn sirup may replace as much as one-third of the sugar.

Honey may be used to replace one-half of the sugar. (Light colored, mild honey is best.)

And fruit *can* be canned without any sugar at all. It isn't recommended, because sugar helps fruit keep its color, shape, and flavor. But if, for instance, you find yourself embarrassed by a tree full of peaches, or a wonderful bargain in berries, and no sugar, go right ahead and can them.

Sweet pickle and relishes take as much sugar as canned fruit. However, some pickles, such as dill, and sauerkraut take no sugar at all.

If your sweet tooth yearns for sweet

spreads, concentrate on fruit butters. They are more economical of sugar than jams, jellies, or preserves, and are wonderful aids to butter-short meals. Butters require only one-half as much sugar as fruit pulp used. Jam and preserve recipes ordinarily call for equal parts, by weight, of fruit and sugar. (Wartime recipes suggest reducing this sugar to three-fourths.) A pound of sugar will make about 3 pints, or about four glasses of jelly.

Honey and corn sirup may be substituted for part of the sugar in jams and preserves. In jam, you may replace one-fourth of the sugar with corn sirup or one-half with honey. In preserves you may replace one-half of the sugar with either honey or corn sirup.

Substitutes can be used in jelly making, too. However, jelly recipes are tricky and it is best not to tinker with them unless you're an experienced jelly maker. You might lose the whole batch and waste precious sugar.

The sweet tooth, however, calls for more than canned fruit and sweet spreads. And *how* are we to stretch that 5 pounds of sugar per person until September? It will take scheming, especially since candy and sweet baked goods will be short, too. Here are a few suggestions:

Serve fresh fruits for dessert.

Make a fresh fruit salad do double duty as salad and dessert.

Save sirup from canned fruit to sweeten other fruits, sauces, and desserts.

Cook cereal with prunes, raisins, or dates and serve without sugar.

Instead of using up sugar on cakes and pies, serve cinnamon rolls and sweet quick breads.

In baked goods honey may replace sugar, cup for cup, but use half the quantity of other liquid called for in the recipe—and keep the oven temperature moderate. Corn, cane, or maple sirup may also replace sugar, measure for measure. Reduce other liquids a third.

Keep sugar sirup on hand for sweetening fruit drinks and iced tea. It goes farther than plain sugar. To prepare, boil together for 3 to 5 minutes equal parts of sugar and water. Keep covered tightly in refrigerator.

Upside-down cakes require no frosting,

can do with less sugar than most cakes. Jelly and marmalade are still in good supply at your grocer's. So make old-fashioned jelly rolls occasionally. Use marmalade for cake filling.

Custard sauce makes a good sugar-saving filling. Remember "Boston cream pie."

Peanut brittle is in unusually good supply. Crush it and use for ice cream mix.

If you must have a frosted cake, don't frost the sides.

Add a little salt to frostings, pie fillings, and puddings. It brings out the sweet.

Use sweetened frozen fruits, such as berries and peaches, in shortcakes.

Fill the centers of baked apples and baked pears with honey, corn sirup, and raisins, or with mincemeat in place of granulated sugar.

Chop dried fruits, combine with nuts, moisten with honey or corn sirup, and use as a filling for layer cakes.

Save cake and cookie crumbs and use in bread pudding and Brown Betty recipes to save as much as half the sugar.

Use strained honey or maple sirup and chopped nuts as an ice cream sauce.

Make cornstarch pudding with half the usual amount of sugar. Put a tablespoonful of maple sirup in the bottom of the serving dish before filling it with the pudding.

Many of these and similar hints are to be found in a new publication, *Saving Sugar in Industrial Feeding*. It also contains sugar-saving recipes on a 100-portion scale. Not much use to the average housewife, but a big help for church suppers, large picnics, and such. You may get a copy free from Consumers' Guide, War Food Administration, Washington 25, D. C.

Another first aid to a sweet tooth is *Honey and Some of Its Uses*, prepared by the Bureau of Human Nutrition and Home Economics. Available free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.



Home is what you make it



Today's young couples must solve regular housekeeping problems—plus special wartime problems. Planning together always helps.

● Ellis Shortt is a returned veteran—one of many young men who married during wartime and were unavoidably separated from their wives after a brief period of housekeeping in a furnished room near a military camp.

He and his wife, Irene, a pretty smooth-browed brunette whose serious manner belies her youth, have been married 3 years and have a 9-month-old baby. But not until a few weeks ago did they actually set up housekeeping on a permanent basis in Washington, D. C.

A casualty of the battle for France, where he was wounded in the arm and suffered from trench feet, Shortt was recently given a medical discharge from the Army but through it all he has retained his appearance of youthful enthusiasm and strength. Almost immediately after his discharge, Shortt started working as an apprentice in an automotive machine shop. And the same day that the young father embarked on a new trade, the little family moved into their own apartment. So with them, it is a beginning in more ways than one.

These young people, and thousands like them, have all the usual problems of newlyweds setting up a permanent home—plus the special problems brought on by the war.

Because the Shortts are typical young Americans, undertaking a new venture along with countless other young couples, their story has in it the basic factors common to all the others. The Shortts do not pose as models, nor consider that they know the final answer to the problems of veteran families setting up a permanent home, *setting it up soundly and well*, under the difficult circumstances brought on by the war.

Actually, they are starting out modestly and cautiously, with the attitude of wide-

eyed students in the school of experience. They are moving slowly with a determination to learn as they go—and to change direction if they find themselves on the wrong road.

Let's look into the Shortt home. *What are their problems? And how are they meeting them?*

As Ellis Shortt sees it, housing is a No. 1 problem for young people starting housekeeping in war areas. He and the Mrs. were resolved not to pay more than they could afford for an apartment. This was easier said than done in crowded Washington but the Shortts persisted in their search until they located a furnished apartment in a two-family house at a rental of \$50 a month, light and gas included. The apartment consists of a bed-living-room, kitchen, bath, and an extra bedroom which they rent to Mrs. Shortt's father. This arrangement brings their dwelling cost well within the 25-percent-of-income limit recommended by budget experts.

Budget? Well, the Shortts haven't yet worked out a detailed system for allocating the family income.

For one thing, they haven't been at the housekeeping job long enough. For another, their income isn't stabilized yet, pending action from the Veterans Administration to supplement the wages Shortt receives as an apprentice machinist in accordance with provisions of the G. I. Bill of Rights. In due course of time, the veteran will receive a subsistence allowance which may not exceed \$75 monthly, in addition to his hourly pay as an apprentice machinist.

Also, expenses for the baby are still somewhat of an unknown factor to the young parents—the only certainty being that new and compelling reasons for spending money will keep cropping up.

In view of these circumstances it is not surprising that the Shortts haven't yet been able to work out any sort of detailed budget. Nevertheless the Shortts can and do sit down together each week to plan what their necessary expenses are likely to be and to balance these against their expected income

with a view to putting something by for the future. So far they haven't been able to save anything under their new set-up, because of the heavy expenses involved in establishing a household.

Back in the days before Junior's advent when Ellis, Sr., was stationed at Fort Benning and Irene worked in a war plant, they saved Irene's allotment money. And even after Ellis went overseas and Irene—while she was "expecting"—boarded with her mother she continued to put a little money away for the future. So the family definitely has the habit of thrift. When things settle down a bit and Ellis, Sr., gets the extra money coming to him under the apprentice training provision of the G. I. Bill of Rights, they expect to begin saving again.

Planning together which characterizes the Shortts' approach to their budgeting problem is typical of their approach to other problems. Family planning augurs well for any home.

Their joint planning extends to marketing for the week's groceries. Mrs. Shortt scans the grocery ads on Friday to ascertain the good "buys" in staples and vegetables. That evening she and her husband go to market and make their purchases together, buying in quantity when they can effect a saving that way. While they are away, either their landlady or Mrs. Shortt's father keeps an eye cocked to be sure that all goes well with Ellis, Jr.

When the Shortts sallied forth to buy kitchen equipment for their little apartment they decided to make it a family party and took Junior along. Never again, for it was deadly dragging a baby through crowded stores on a Thursday shopping night. And not good for the baby either. But the three of them lived through it and emerged with a couple of saucepans, two bakepans, a colic feedpot, a frying pan, and several mixing bowls. They purposely kept their purchases to a minimum, out of a determination to go along with the least they can until after the war when more goods will be on the market. Then it will be easier to get exactly what they want at a price they can afford to pay.

This prin
chases whic
to make. E
up bills an
rather save
stantial dow
a dollar dow
Now, of cou
ment buying
impulse to
—and the
policy insof
is concerned
In the m
cided not to
his apprent
They hope
then—and h
a home may
The situatio
location, of
everybody,
thoroughly h
Shortts an
that Ellis S
suburban fa
fore that dre
will need t
lines and d
Shortts are
the thought
home of the
is a provisio
assisting ve
they intend
any moves.
With reg
Shortts hav
pose to con
doesn't need
she is a full
more house
ones made
which fit co
chases as w
keeps a sha
does not pa
she learned
ics course w
High Schoo
it comes to
Ellis put
civilian cloth
underwear.
money's wor
have to wor
to come, sin
G. I. stuff to
So far clo

This principle also applies to other purchases which the Shortts intend eventually to make. Ellis, Sr., is "allergic" to running up bills and Irene agrees that she would rather save her money and pay cash or a substantial down payment for a bargain than a dollar down and installments ad infinitum. Now, of course, wartime controls on installment buying would act as a brake on that impulse to start buying everything in sight—and the Shortts heartily agree with that policy insofar as their own personal buying is concerned.

In the matter of a house, they have decided not to buy until Ellis, Sr., has finished his apprentice-training—in about 4 years. They hope to have a tidy nest egg saved by then—and hope that the market for buying a home may be more favorable at that time. The situation differs with each family and location, of course, but everywhere and for everybody, it's sound policy to investigate thoroughly before buying. In the case of the Shortts an argument for waiting to buy is that Ellis Shortt has dreams of living on a suburban farm while working in town. Before that dream can come true, cars and tires will need to be rolling off the assembly lines and down the road. Meanwhile the Shortts are content to rent—while keeping the thought in mind of eventually having a home of their own. They know that there is a provision in the *G. I. Bill of Rights* for assisting veterans to purchase homes and they intend to look into it before making any moves.

With regard to clothing purchases, the Shortts have been conservative—and propose to continue that way. Irene finds she doesn't need so many street clothes now that she is a full-time housewife. She does need more house dresses, however, and looks for ones made of sturdy washable fabrics and which fit comfortably. In her clothing purchases as well as her grocery buying Irene keeps a sharp lookout to be sure that she does not pay above ceiling prices. Lessons she learned about quality in a home economics course which she took in the Anacostia High School stand her in good stead when it comes to making clothing selections.

Ellis put his mustering out pay into civilian clothes: Two suits, shoes, shirts, and underwear. His wife thinks he got his money's worth and prophesies that he won't have to worry about clothes for some time to come, since he is using some of his old G. I. stuff to work in.

So far clothing has not been a big item

in the baby's budget. Ellis, Jr., has an older cousin who outgrows his clothes just in time for little Ellis to fit into them. Luckily for Junior, the cousin's mother is a good buyer who shops for good fabrics and sturdy construction in children's clothes. Consequently, baby Ellis can be dressed very smartly at small cost to his parents.

Another way that Mrs. Shortt holds down expenses in connection with clothing is by doing the family laundry. That, incidentally, is no small job, including as it does, daddy's work clothes and baby's wash.

For several weeks after they moved into their new apartment, Mrs. Shortt did all the washing by hand. A washing machine would have been nice, but not knowing where to buy a good second-hand washer, the young housekeeper was resigned to using her own elbow grease for the duration. She was agreeably surprised when her landlady offered to let her use her washing machine. So now the Shortts are enjoying the benefits of modern labor-saving inventions through a neighborly courtesy, despite the fact that they set up housekeeping amid wartime restrictions on the manufacture of durable goods.

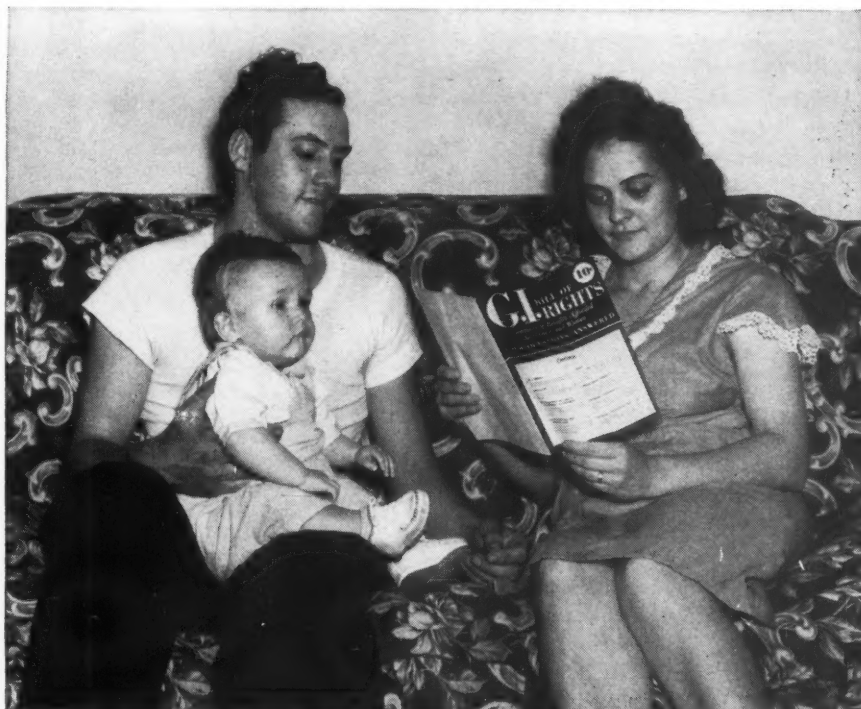
Though she's still comparatively new at the job of running her own household, Irene

is learning to budget her time, so as to finish her work and have a little leisure for her personal activities. A sample schedule would be something like this:

Morning: Up at 6:30 to the tune of the alarm and the baby; give baby bottle; cook breakfast for the grown-ups; get husband started to work with lunch box; boil baby's bottles; bathe baby, wash baby's clothes, clean house. *Midday:* Fix lunch for self, using yesterday's left-overs; baby's lunch. *Afternoon:* Go to store for small daily purchases of milk and groceries; give baby a sunning; put baby to bed; rest or write letters while baby sleeps; start dinner around 4:30; begin putting dinner on table about 5:30 when Ellis gets home. Serve dinner. Do dishes while daddy plays with the baby.

What the little family does in the evening after the dishes are washed varies according to the evening. Mostly they stay at home with the baby; occasionally a visitor drops in to talk or play cards.

When they are alone, their evening program may be one of a number of things. Perhaps they will settle down to books and newspapers or to play double solitaire or have one of their periodic plan-fests. Prominent on the list of books which occupy Ellis Shortt's attention are some arithmetic books,



The Shortts spend a quiet evening at home. Now that Ellis, Sr., has his discharge papers from the Army, he and Irene can start making long-time plans for the future.



Mamma looks on fondly while 9-month-old Ellis, Jr., takes his midday meal.

which he is studying in connection with his apprentice training. Now that he's studying to be an automotive machinist, Ellis Shortt sees more reason for mastering arithmetic than he did back when he went to school in Short Gap, Va. As soon as the new term of night school begins he plans to enroll in a course to help him advance in his trade as an automotive machinist. At night he'll learn the theory of the trade he practices in the daytime.

Definitely, this young veteran embarked on a strenuous career of training when he signed up for a 4-year term of apprenticeship under a program approved by the Federal Committee on Apprenticeship. But Ellis Shortt feels that he is very fortunate to have the opportunity to learn a trade that is to his liking.

Before he went into the service, Shortt worked for 6 months as a miner. He didn't like that work, so while he was convalescing at Walter Reed Hospital he attended talks made by War Manpower Commission employment counselors on job and job training opportunities for veterans. As soon as he was discharged, he made contact with the WMC and through them was referred to the Phelps-Roberts Machine and Welding Company where he signed up as an apprentice. As this company repairs engines for trucks, busses, and water craft, it is busy with war work now and is a favorable spot for keeping busy in the future.

It's toward the future the Shortts are reso-

lutely looking. Their present is eminently satisfactory to them but they are voluntarily foregoing many luxuries, and some conveniences they would enjoy, to make their future and that of their baby more secure.

Of his recent past—of his battle experience—Ellis Shortt has little to say. The memory of the war is still poignant. Many of his buddies will never again see the land for which they fought.

His wounded arm has long since healed and the trench feet are now only an anguished memory. But like many another veteran who has seen bitter fighting, Ellis Shortt finds that after the human body has taken so much abuse it demands more careful treatment thereafter. In Shortt's case it is ulcers—and while this condition doesn't interfere with his work, it does require that he must adhere to a strict diet.

This diet poses another problem of wartime adjustment to Ellis Shortt's family, for it makes marketing and cooking more complicated. When her husband first came home from Walter Reed Hospital with a diet list, Irene found it very difficult to plan balanced and appetizing meals that weren't on the diet black list. But now it's becoming a habit to plan with an eye to the diet

list, and not so hard really to do right by hubby's ulcers, wartime food shortages notwithstanding. Luckily she is able to buy plenty of milk—about 4 quarts a day—and she goes heavy on the fresh vegetables. While Ellis is around she tries not to tempt him by eating the foods he is forbidden and she tries to make it easier for him at work by packing a lunch that his doctor would approve.

Looking at meal planning as sort of a game—a game to keep her husband on a diet—makes the problem more of a challenge and less of a chore to Irene.

As for Ellis, he would often be tempted to chuck his diet list. But because he doesn't want to find himself flat in bed again, he eats his diet and likes it.

Such is the spirit of one young family. They plan together to make the best of their time and money and opportunities for advancement. They look before they buy. Cheerfully they abide by price ceilings and controls on installment buying—not only because it's the law but also because they are convinced that such regulations are a protection to themselves and their neighbors. They do not know what the future may hold, but they have made a good beginning.



On Sundays Ellis Shortt helps Irene with the dishes. Week days it's her job to do them while he plays with the baby. Irene calls it "spoiling the baby."

C

A sub
consumer
has been
Administra
the progra
for averag
costs are
used by th
in establish
canned pro
tor of Eco
increase in
item, the s
one in effe
for canned
tained at

Heavy f
some of th
producing
Crop Rep
Agriculture
for instance
—somewha
crop. The
tion in five
record. In
pear produ
crop. How
other area
fruit produ
output of l
especially i
production
more than
than avera
Western S
fruit suppli
by WFA t
supplies of
needs for t
met. Com
required to
their produ
so home c
equipment
when peach

Civilians
53 percent
canned ve
nounced ch
ments. Al
preservation

War in t
things, tha
(approxima
greater qu
the long-cu
the climati
Army has
type of bac

July 1945

CG news letter

last minute reports

from U. S. Government Agencies

A subsidy program to maintain present consumer prices for canned grapefruit juice has been announced by the War Food Administration. Under the provisions of the program, WFA will reimburse canners for average costs of the raw fruit when costs are in excess of the grower prices used by the Office of Price Administration in establishing civilian ceiling prices for the canned product. Authorized by the Director of Economic Stabilization to avoid an increase in this important cost-of-living item, the subsidy program is similar to the one in effect last year when civilian prices for canned grapefruit juice were maintained at reasonable levels.

Heavy frost damage to fruit crops in some of the Northeastern and Midwestern producing areas has been reported by the Crop Reporting Board of the Bureau of Agricultural Economics. The apple crop, for instance, may reach a record low total—somewhat smaller than the short 1943 crop. The indicated sour cherry production in five eastern States is the lowest on record. In the North Atlantic States the pear production outlook is also for a short crop. However, excellent production in other areas is expected to pull the total fruit production nearly up to the record output of last year. A record peach crop, especially in the 10 Southern States where production is expected to reach a little more than 26 million bushels, and a better than average sweet cherry crop in the Western States will do much to augment fruit supplies. Consumers are being urged by WFA to take full advantage of local supplies of abundant fruits so that military needs for the crops in short supply can be met. Commercial canners of fruit will be required to set aside a high percentage of their production for Government purchase, so home canners should round up their equipment for use in the middle of July when peaches will be most abundant.

Civilians this year will get approximately 53 percent of the total 1945 pack of canned vegetables, under recently announced changes by WFA in war requirements. All the more reason for home preservation of these valuable foods.

War in the Pacific means, among other things, that bacon cured for long periods (approximately 95 days) will be needed in greater quantities than before. Since it's the long-cured bacon which can withstand the climatic conditions of the Pacific, the Army has increased its purchases of this type of bacon and decreased its purchases

of bacon cured for a shorter time. So, what bacon there is in the civilian market will be of the latter variety.

A better chance for farmers to get necessary production supplies is promised in a recent amendment issued by the War Production Board to Priorities Regulation 19 which applies to farm supplies. This action places farmers on the same level of preference in buying as other war-supporting industries.

"PR-19 was amended to assist the farmer in getting his operating supplies for the current crop season," William Y. Elliott, WPB Vice Chairman for Civilian Requirements said. "The AA-2 rating is extendable right up to the manufacturer and will help to provide an even and continuous supply of farm supplies into the thousands of small stores in rural communities where these supplies are sorely needed. Items, such as hoes, scythes, pails, wheelbarrows, or pliers for farm use will be more surely channeled from the factory to the stores where the farmers buy."

Another provision of the amendment to PR-19 eliminates necessity for the county farm rationing committees to approve purchases by farmers in excess of \$50. In emergencies where a farmer needs a special priority to fix something that is broken down or about to break down, he can tell his problem to his nearest WPB field office by letter, telegram, phone, or personal visit. If the need is really urgent and the repair or supply item is of a kind that WPB can give a priority for, the field office may give the farmer a priority up to AA-1 and tell him how to use it.

Chances for buying pocketknives will be no better for the average civilian than they were before V-E day, the WPB recently announced following a meeting with manufacturers.

Strip carbon steel may be in freer supply toward the end of 1945 but continued high demands by the armed forces are expected to keep pace with any increase in materials used to manufacture knives.

If you really need a knife for your work, however, your chances will be better than for the ordinary buyer, as a part of the pocketknife production will continue to be diverted to supply the occupational needs of cattlemen and other essential civilian users.

Fifty percent more leather will be available for repairing women's shoes under a recent WPB order increasing the amount of sole leather set aside for repair pur-

poses. This new order is calculated not only to help cobblers who have had difficulty in getting all the leather they have needed to make repairs, but also to help all damsels who are down to their last pair of shoes, yet have no shoe ration coupon due until August.

Less leather, of course, is required to recondition an old pair of shoes than to make a new pair, so anyone who has old shoes repaired instead of buying a new pair is helping combat the shoe supply shortage.

Treating shoe soles with oil or other solutions to increase wear is another leather conservation measure calculated to aid the shoe supply situation—and give consumers a better product.

Manufacturers, who are cooperating with the WPB sole treatment program to conserve leather, reported that they treated more than half the shoes adapted to the treatment which they produced during April. This is an increase of 10 percent above the percentage of their output treated in March. The sole treatment increases the wearing qualities of shoes by at least 25 percent, according to WPB.

To protect car owners from excessive charges for repair work, OPA has recently announced specific limits on the amount of time for which customers can be charged for 56 automobile repair services.

Aim of the new ceilings which become effective July 14 is to protect customers from being charged for more time than is fair and reasonable in making any of these 56 common repair jobs which range from tuning up the motor to relining the brakes on the old jalopy.

Under the new regulation, car owners can now check for price violations. OPA suggests the following steps for keeping a check on repair charges:

Always ask for a sales slip or receipt. Be sure your receipt gives the "customer's hourly rate" (that is a fixed hourly rate used in figuring the charge for repair work) of the shop and the number of hours spent on the job.

Check the time shown on the sales slip, for any of the 56 services, with the official time allowance shown on the OPA regulation.

Manuals or schedules showing ceilings for flat rate and labor charges for these jobs must be available for your inspection. If the prices seem too high, ask to see the manual or schedule.

Report any overcharges to your War Price and Rationing Board.

GUIDE POSTS



Those Blooming Hats

From clothes-rationed Australia comes word that our servicemen are influencing the styles and helping the clothing situation. A hat takes 3 coupons from a girl's yearly quota of 112. So when a bright G. I. asked the florist to make up a hat instead of a corsage, he started something. Florists became milliners overnight, and they soon standardized some of their impromptu creations and gave them names worthy of an American advertiser on one of his good days. A concoction of orange and black Nerine lilies is a "Headhunter's Halo," and a toque of gardenias with black corded ribbon is a "White Lady Cocktail"—price, about \$1.50.

After 2 years of clothes rationing when coats and shoes have to be replaced, and even sheets require coupons, extras in the way of party hats are hard to come by. So Australian girls doff their fresh-flowered hats to the American G. I. who started the fashion.

Peach Parade

Now's the time for peaches in areas supplied by the bumper southern crop, which reaches a marketing peak between the last week of June and the latter part of July.

Housewives are being asked to stand by to make full use of this crop, in view of the fact that many other fruits are short, that canned fruits are extremely tight, and that the southern peach crop promises to be 50 percent larger than last year—and 65 percent above the 10-year (1934-43) average.

Eaten fresh, peaches require little or no sugar. For canning they require less sugar to be palatable than many other fruits, since they are sweeter to begin with.

As frosts have seriously damaged the late peach crop in the Middle Atlantic States and

the Northeast, many people in these areas who rely on locally grown peaches for canning will depend more heavily than usual on the bumper southern crop.

Age Makes A Difference

Baby carrots aren't as rich in carotene as mature carrots. Evidence leading to this conclusion was collected in studies at the agricultural experiment stations in Rhode Island and Arizona.

Other bits of information which come from the experiment stations in other States are calculated to help farmers, Victory gardeners, and housewives recognize what is the best age for harvesting a vegetable.

Take the case of peppers, for instance. Mature green peppers are rich in both carotene and ascorbic acid. But after the peppers turn red, the vitamin content increases greatly, according to studies made at the Georgia and Rhode Island experiment stations.

Immature green beans contain more carotene and riboflavin than riper beans, a detailed study at the Missouri Experiment Station indicated. However, the "young" beans contain less thiamine and nicotinic acid than beans harvested when they are more mature.

Sweet Story

It's a long story—dating in part back to World War I—the story of why comb honey promises to be so short in many parts of the country this year, although supplies of strained honey are expected to be normal.

During the first World War there was a sugar shortage, too. And the demand for honey zoomed even as now. Also it was true then, as today, that bees used honey, lots of it, in manufacturing beeswax. Prevailing opinion today sets the figure at 7 to 8 pounds of honey to make a pound of beeswax.

To meet the higher wartime demand for honey during World War I, more beekeepers started selling extracted honey—thereby enabling the bees to re-use the beeswax rather than to use up honey in manufacturing more comb.

Since then the trend has been to market a larger proportion of the honey strained—a trend which has been aggravated by World

War II, with its sugar shortage and consequently the increased demand for honey.

Other factors which tend to decrease the production of comb honey today are the shortage of labor and wood suitable for sections which are placed in hives for the bees to fill with honey.

Some comb honey will continue to be available. In the South, quite a large amount of honey is still sold in the "chunk" or "bulk comb" form—that is, segments of comb honey are placed in a jar and surrounded by liquid honey. Fresh chunk honey is on the market now. In the northern part of the country, where the bulk of the section comb honey is normally sold, the new crop will be coming into the market in relatively small quantities about the middle of July, although the peak of production will not be reached until August.



Wrong Side's Right

The *right* side for ironing may be the *wrong* side of the dress. This is true when clothing is made of dark-colored cotton, linen, rayon, or crepe. Wool also is ironed on the wrong side and is protected by pressing cloth. A few wrinkles may have to be smoothed out when the garment is turned to the right side. White and light-colored cottons are ironed on the right side. Heavy fabrics, such as damask, are ironed on both sides.

LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast

over N. B. C.	12:15 p. m. EWT
	11:15 a. m. CWT
	10:15 a. m. MWT
	9:15 a. m. PWT

Dramatizations, interviews, questions and answers on consumer problems. Tune in.
Brought to you by the

WAR FOOD ADMINISTRATION

cons
oney.
ase th
are th
for se
he be

to h
lar
chunk
ents
nd su
chun
e nor
bulk
old, th
arket
midd
ion w

be th
ue wh
cotton
s iron
ed by
ay ha
ment
d ligh
ght si
e iron

l answ